

1 of 5

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W,F	5A-6A	NEWS	:30	\$300.00	10/31-11/02	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$300.00	11/05-11/06	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$700.00	11/05-11/06	2	1	2	\$1,400.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$700.00	10/31-11/02	3	1	3	\$2,100.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A		:30	\$600.00	10/31-11/02	3	1	3	\$1,800.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A		:30	\$600.00	11/05-11/06	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A		:30	\$275.00	11/05-11/06	2	1	2	\$550.00	
		Buyline Comment: TODAY 2										
	8	W,F	9A-10A		:30	\$275.00	10/31-11/02	2	1	2	\$550.00	
		Buyline Comment: TODAY 2										
	9	W-F	10A-11A		:30	\$225.00	10/31-11/02	3	1	3	\$675.00	
		Buyline Comment: TODAY 3										
	10	M	10A-11A		:30	\$225.00	11/05-11/05	1	1	1	\$225.00	
		Buyline Comment: TODAY 3										

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ()
 Estimate# Agency C/P1/P2/E Flight Dates 10/31/2012 - 11/06/2012 Salesperson Phone# 215-568-6540
 Buyer NEIL WILLIAMS Hiatus Weeks Salesperson FAX# 215-568-1845
 Phone#
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	12P-1230P	NEWS	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$275.00	10/31-11/02	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	AGENDA	:30	\$225.00	10/31-11/02	3	1	3	\$675.00	
				Buyline Comment: AGENDA								
	14	W-F	3P-4P	PHIL	:30	\$300.00	10/31-11/02	3	1	3	\$900.00	
				Buyline Comment: PHIL								
	15	M	3P-4P	PHIL	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
				Buyline Comment: PHIL								
	16	M	4P-430P	NEWS	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: NEWS								
	17	W-F	4P-430P	NEWS	:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	18	W-F	430P-5P	NEWS	:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: NEWS								
	19	M	430P-5P	NEWS	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: NEWS								
	20	M	5P-630P	NEWS	:30	\$1,200.00	11/05-11/05	2	1	2	\$2,400.00	
				Buyline Comment: NEWS								
	21	W-F	5P-630P	NEWS	:30	\$1,200.00	10/31-11/02	6	1	6	\$7,200.00	
				Buyline Comment: NEWS								

Rep Order# 6832086 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 104452

Printed: 09/20/2012 11:11 AM
Last Received: 07/12/2012 4:06 PM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
22		W-F	630P-7P		:30	\$1,300.00	10/31-11/02	3	1	3	\$3,900.00	
				Buyline Comment: JEP								
23		M	630P-7P		:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
				Buyline Comment: JEP								
24		M	7P-730P		:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
				Buyline Comment: WHEEL								
25		W-TH	7P-730P		:30	\$1,300.00	10/31-11/01	2	1	2	\$2,600.00	
				Buyline Comment: WHEEL								
26		W-F	730P-8P		:30	\$450.00	10/31-11/02	3	1	3	\$1,350.00	
				Buyline Comment: FACE								
27		M	730P-8P		:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: FACE								
28		M	11P-1135P		:30	\$775.00	11/05-11/05	1	1	1	\$775.00	
				Buyline Comment: NEWS								
29		TH	11P-1135P		:30	\$775.00	11/01-11/01	1	1	1	\$775.00	
				Buyline Comment: NEWS								
30		W-F	1135P-1235A		:30	\$275.00	10/31-11/02	3	1	3	\$825.00	
				Buyline Comment: TON SHOW								
31		M	1135P-1235A		:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
				Buyline Comment: TON SHOW								
32		SA-SU	11P-1135P		:30	\$750.00	11/03-11/04	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								

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Rep Firm
Sales Office (PHILADELPHIA
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Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	SA	6A-7A	NEWS	:30	\$225.00	11/03-11/03	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	34	SA	7A-9A	SAT TODAY	:30	\$325.00	11/03-11/03	1	1	1	\$325.00	
		Buyline Comment: SAT TODAY										
	35	SA	9A-930A	NEWS	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
		Buyline Comment: NEWS										
	36	SA	5P-630P	NEWS	:30	\$450.00	11/03-11/03	2	1	2	\$900.00	
		Buyline Comment: NEWS										
	37	SA	630P-730P	JEP/WHEEL	:30	\$375.00	11/03-11/03	1	1	1	\$375.00	
		Buyline Comment: JEP/WHEEL										
	38	SA	1130P-1A	SNL	:30	\$750.00	11/03-11/03	1	1	1	\$750.00	
		Buyline Comment: SNL										
	39	SU	6A-7A	NEWS	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
		Buyline Comment: NEWS										
	40	SU	7A-8A	SUN TODAY	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
		Buyline Comment: SUN TODAY										
	41	SU	8A-9A	MTP	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
		Buyline Comment: MTP										
	42	SU	9A-930A	NEWS	:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
		Buyline Comment: NEWS										
	43	SU	930A-10A	CM	:30	\$375.00	11/04-11/04	1	1	1	\$375.00	
		Buyline Comment: CM										

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 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	515P-830P		:30	\$8,000.00	11/04-11/04	1	1	1	\$8,000.00	
	Buyline Comment: SNF											
	45	SU	1130P-12A		:30	\$200.00	11/04-11/04	1	1	1	\$200.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---
 Report Totals: 83 / \$57,650.00

---SALES MONTHLY TOTALS---
 Nov 12: 83 / \$57,650.00
 Sales Totals: 83 / \$57,650.00
 Station Totals: 83 / \$57,650.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$198,793	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 29%
		KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

---CREDIT RISK---
 CASH IN ADVANCE